

**Memorandum**  
**Office of Jenine Windeshausen**  
**Treasurer-Tax Collector**

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**To:** The Board of Supervisors

**From:** Jenine Windeshausen, Treasurer-Tax Collector

**Date:** July 25, 2017

**Subject:** Renaming and Rebranding of the Sierra Valley Energy Authority and Related Resolution

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**Action Requested**

Adoption of a resolution ratifying and confirming change of name of the Sierra Valley Energy Authority to Pioneer Community Energy.

**Background**

The Sierra Valley Energy Authority (SVEA) was initially formed in September of 2015 between Placer County and the City of Colfax. The SVEA is a joint powers authority originally created as a financing conduit for the mPOWER Program which finances energy efficiency and renewable generation of the mPOWER Program beyond the borders of Placer County based on requests from outside jurisdictions. As such the name "Sierra Valley Energy Authority" was chosen to reflect the broader geographic range of the mPOWER Program. In February of 2017, Placer County and the City of Colfax amended the SVEA joint powers agreement to authorize the implementation of the Community Choice Aggregation (CCA) Program and further authorized the expansion of the voting members of the SVEA to include the Cities of Auburn, Colfax, Lincoln and Rocklin and the Town of Loomis subject to the resolution by each of the municipalities. Each of these municipalities has now joined the JPA as voting members.

During the due diligence process for the CCA, County staff conducted a series of focus groups to gauge interest and response to the proposed CCA. Three focus groups were conducted. The first one was held in Auburn with participants from Auburn, Loomis, Foresthill, and Colfax. The second was held in Lincoln with participants from both incorporated and unincorporated areas of Lincoln. The third focus group was held in Rocklin with participants from the City of Rocklin. The focus group members were chosen to represent a cross section of citizenry including males, females, various age ranges, small business owners and employees and a range of educational backgrounds.

The focus groups were also used to gauge reaction to suggested names and words related to branding CCA. During these focus groups it was discovered that most of the participants did not identify with the geography of "Sierra Valley",

they generally disliked the word "Authority" and the majority felt the name was too long.

Based on this feedback, along with other comments, County staff engaged the services of Augustine and Associates to assist with name and brand development. The name and branding process sought to define and portray an image of the Authority in a manner that: 1) reflects the common legacies, heritage and culture of the member jurisdictions, 2) reflects the value of local control and determination, and 3) projects a spirit of innovation, progress, and forward thinking.

**Fiscal Impact**

No fiscal impact.

**Recommendation**

It is recommended that your Board ratify and confirm this amendment to the Joint Exercise of Powers Agreement to change the name of the Sierra Valley Energy Authority to Pioneer Community Energy. Adoption of the attached Resolution by all of the Parties to the Agreement will ratify and confirm this amendment to the Amended and Restated Joint Powers Agreement for the Sierra Valley Energy Authority and change the name of the entity from Sierra Valley Energy Authority to Pioneer Community Energy.



# Before the Board of Supervisors County of Placer, State of California

In the matter of:

**A RESOLUTION AMENDING THE AMENDED AND  
RESTATED JOINT EXERCISE OF POWERS  
AGREEMENT FOR THE SIERRA VALLEY ENERGY  
AUTHORITY TO RATIFY AND CONFIRM THE NAME  
CHANGE FROM SIERRA VALLEY ENERGY AUTHORITY  
TO PIONEER COMMUNITY ENERGY.**

Resolution No.: \_\_\_\_\_

The following Resolution was duly passed by the Board of Supervisors of the County of Placer  
at a regular meeting held July 25, 2017, by the following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage.

\_\_\_\_\_  
Chair, Board of Supervisors

Attest:

\_\_\_\_\_  
Clerk of said Board

WHEREAS, the Sierra Valley Energy Authority (the "Authority") was established on September 9, 2015, between the County of Placer and the City of Colfax; and

WHEREAS, the Sierra Valley Energy Authority was originally created for the purpose of providing a financing and program expansion platform for the mPOWER Program; and

WHEREAS, the Amended and Restated Joint Exercise of Power Agreement for the Sierra Valley Energy Authority (the "Amended JPA Agreement") became effective on February 22, 2017; and

WHEREAS, the Amended JPA Agreement authorized the Cities of Auburn, Lincoln, and Rocklin and the Town of Loomis to become Voting Members of each of these municipalities have subsequent become Voting Members of the Authority; and

WHEREAS, one of the primary purposes of the Amended JPA Agreement was to allow for the establishment of a Community Choice Aggregation Program within the jurisdictions of the Voting Members; and

WHEREAS, the Governing Board of the Authority has taken action to rename and brand the Authority as Pioneer Community Energy, which reflects the common legacies, heritage and culture of their respective jurisdictions, reflects the value of local control and determination, while also projecting a spirit of innovation, progress, and forward thinking;

BE IT RESOLVED, by the Board of Supervisors, County of Placer, State of California, hereby finds, declares and resolves as follows:

1. The above recitals are true and correct.
2. That this second amendment to the Amended and Restated Joint Exercise of Powers Agreement for the Sierra Valley Energy Authority, changing the name of the Authority to Pioneer Community Energy, is hereby ratified and confirmed and all references to the Sierra Valley Energy Authority or the Authority in the Amended and Restate Joint Exercise of Powers Agreement for the Sierra Valley Energy Authority, as amended by this second amendment, shall mean Pioneer Community Energy.
3. All actions heretofore taken by the officers and agents of the Authority with respect to this amendment to the Amended and Restated Joint Exercise of Powers Agreement for the Sierra Valley Energy Authority by this Resolution are hereby approved, confirmed and ratified, and the proper officers of the Authority are hereby authorized, for and in the name and on behalf of the Authority, to do any and all things and take any and all actions and execute and deliver any and all certificates, assignments and other documents that they, or any of them may deem necessary or advisable in order to consummate the second amendment to the Agreement. The officers of the Authority are further authorized to provide official notice of the name change as many be required, including, but not limited to official filing with regulatory and other agencies, and to conduct all future affairs of the Authority under the name of Pioneer Community Energy.
4. This Resolution shall take effect immediately upon its adoption.